



JOB DESCRIPTION

Job Title:	Designer - User Researcher (media.cymru)
Location:	Alexander House, Cardiff
Department:	PDR
Hours:	37
Tenure:	4-year fixed term
Grade:	5AB
Salary:	£31,406 - £34,304
Accountable to:	Senior Designer - Researcher (media.cymru)

Role Summary:

This position requires a product and/or service designer, or similar expertise, with experience in working in a user centred way. The role will support the design and development activities associated with the UKRI Strength in Places project media.cymru. The media.cymru consortium aims to help the Cardiff Capital Region become a world-leading hub for media production. PDR's role within the consortium is to lead R&D and innovation within the sector.

This post holder will be responsible for assisting in the development of collaborative design projects to support the innovative business opportunities identified by project stakeholders, working with the Senior User Centred Designer. This will mean working with companies of all sizes on the design of new products and services for the media sector.

PDR is a leading multidisciplinary design and development research centre combining both an award-winning consultancy and a highly rated research function. Combining research, enterprise and knowledge transfer PDR works across User Centred Design, Service Design, New Product Development, EcoDesign, and Surgical and Prosthetic Design. PDR plays a leading role in Cardiff Metropolitan University's Global Academy for Human Centred Design (GA-HCD).

PDR works closely with industry to provide advice, expertise and consultancy on the full spectrum of activities and processes required to bring new product and service opportunities to market effectively.

PDR's User Centred Design capability has developed over the last 12 years, working to deliver commercial and research projects both as part of multidisciplinary teams and as a standalone offering.

This post will be located at PDR, which is based in Cardiff. This is a 4-year fixed term post. The successful candidate will be line managed by the PDR Research Director.

For more information on the project please see: <https://www.pdr-research.com/news/pdr-50-million-funding-media-cymru-consortium>

For more information on PDR see: <https://www.pdr-design.com/>

Principal Duties and Responsibilities:

To lead and deliver user-centred/service design approach to planning innovation projects. To lead and support aspects of the design process and design delivery with stakeholders. To facilitate the engagement of project partners with relevant media organisations including microbusinesses and freelancers.

1. Contribute to the development of a process of innovation support for the media sector with the Senior User Centred Designer
2. To contribute to user research with project stakeholders to identify their needs and priorities in engaging with media.cymru
3. Analyse research findings and translate into designs for engagement mechanisms for project stakeholders, this could take a wide variety of forms and will be defined by research outputs.
4. Meeting project partners typically at senior management level, to discuss, negotiate and identify their needs and to interpret and translate these into project actions.
5. To develop proposals to identify the application of PDR's user-centred expertise to innovative media industry projects.
6. To develop user-centred design project plans with the UCD team and the Senior User Centred Designer, identifying appropriate research and design methods for innovation projects
7. Effectively manage any issues which may affect the achievement of the project objectives. This includes contributing to the effective management of the media.cymru and wider UCD portfolio (where appropriate) and ensuring project activities are informed by emerging good practice.
8. To assist and contribute to the team's identification of research objectives and to assist in the dissemination of research findings by both contributing to and leading conference, journal and other publications.
9. Other duties that may be reasonably assigned.

Additional Information:

Standard Notification

These guidelines are provided to assist you in the performance of your contract. The university is a dynamic organisation; therefore changes may be required from time to time. Any changes will be made in consultation with the post-holder. The Summary of Duties and Responsibilities is not intended to be an exhaustive list of tasks performed. Other associated technical tasks are likely to be performed as directed by the line manager.

It is accepted that individual staff will have a specialist skills and knowledge base in relation to the role they have been appointed to. In addition to this, Cardiff Metropolitan University expects that all staff will contribute to the vision and ethos of the university and conduct themselves in a professional, courteous and student/customer focused manner at all times. All staff should have particular regard for their responsibilities under Cardiff Metropolitan University's Equalities, Financial, Environmental and Sustainability, Human Resources and Health and Safety policies and procedures.



PERSON SPECIFICATION

Job Title: **Designer – User Researcher**
(media.cymru)

School/Unit: PDR

*Key
A - Application form
I - Interview
T/P - Test/Presentation

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
Education and Qualifications (Essential)	Degree in Product/Industrial Design, Service Design or related subject.	X		
		X		
Education and Qualifications (Desirable)	Masters degree of other postgraduate qualification with relevance to user centred or service design methods and practices.	X		
Knowledge (Essential)	Knowledge of user-centred/design tools and techniques	X	X	
Knowledge (Desirable)	Knowledge of the media sector and their development processes	X		
Skills and Abilities (Essential)	Workshop and research facilitation skills	X	X	
	Effective organisational & interpersonal skills	X	X	
	Ability to prioritise tasks and meet deadlines	X	X	
	Ability to manage multiple projects and work with a team of designers and researchers.	X	X	
	Ability to understand complex systems and apply a structured approach to redesigning them	X	X	
	Highly self-motivated	X	X	
	Ability to create comprehensible written and verbal presentations on complex subject matters	X	X	
	Flexible work ethic with the ability to work both independently and as part of a team	X	X	

Skills and Abilities (Desirable)	Use of graphic design software e.g. Adobe Creative Suite Use of online collaboration tools (e.g. Miro)	X	X	
Experience Paid/Unpaid (Essential)	Experience of translating design research into design concepts and/or action plans	X	X	
	Experience of implementing user-centred/design research tools and techniques within industry (or other post-educational setting)	X	X	
	Experience planning and facilitating research with senior stakeholders	X	X	
Experience Paid/Unpaid (Desirable)	Experience organising, facilitating and acting upon design critiques of own and colleagues work	X	X	
	Experience presenting design and research outputs to clients or other senior project stakeholders	X	X	
	Experience working on funded project work with multiple project partners/stakeholders	X	X	
	Experience working within screen industries	X	X	
	Experience of drafting research journal articles or conference papers	X	X	
Other Requirements (Essential)	Ability to travel within the UK and internationally.	X	X	
	Flexible in working hours.	X	X	
Other Requirements (Desirable)	Ability to speak Welsh.	X		